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3/8/54

# fashion calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

## 1954

| january          |    |    |    |    |    |                | february         |    |    |    |    |    |    | march    |    |    |    |    |    |    | april    |    |    |    |    |    |    |   |
|------------------|----|----|----|----|----|----------------|------------------|----|----|----|----|----|----|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|---|
| S                | M  | T  | W  | T  | F  | S              | S                | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
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| 10               | 11 | 12 | 13 | 14 | 15 | 16             | 14               | 15 | 16 | 17 | 18 | 19 | 20 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 11       | 12 | 13 | 14 | 15 | 16 | 17 |   |
| 17               | 18 | 19 | 20 | 21 | 22 | 23             | 21               | 22 | 23 | 24 | 25 | 26 | 27 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 18       | 19 | 20 | 21 | 22 | 23 | 24 |   |
| 24 <sub>31</sub> | 25 | 26 | 27 | 28 | 29 | 30             | 28               |    |    |    |    |    |    | 28       | 29 | 30 | 31 |    |    |    | 25       | 26 | 27 | 28 | 29 | 30 |    |   |
| may              |    |    |    |    |    |                | june             |    |    |    |    |    |    | july     |    |    |    |    |    |    | august   |    |    |    |    |    |    |   |
| S                | M  | T  | W  | T  | F  | S              | S                | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
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| 9                | 10 | 11 | 12 | 13 | 14 | 15             | 6                | 7  | 8  | 9  | 10 | 11 | 12 | 4        | 5  | 6  | 7  | 8  | 9  | 10 | 8        | 9  | 10 | 11 | 12 | 13 | 14 |   |
| 16               | 17 | 18 | 19 | 20 | 21 | 22             | 13               | 14 | 15 | 16 | 17 | 18 | 19 | 11       | 12 | 13 | 14 | 15 | 16 | 17 | 15       | 16 | 17 | 18 | 19 | 20 | 21 |   |
| 23               | 24 | 25 | 26 | 27 | 28 | 29             | 20               | 21 | 22 | 23 | 24 | 25 | 26 | 18       | 19 | 20 | 21 | 22 | 23 | 24 | 22       | 23 | 24 | 25 | 26 | 27 | 28 |   |
| 30               | 31 |    |    |    |    |                | 27               | 28 | 29 | 30 |    |    |    | 25       | 26 | 27 | 28 | 29 | 30 | 31 | 29       | 30 | 31 |    |    |    |    |   |
| september        |    |    |    |    |    |                | october          |    |    |    |    |    |    | november |    |    |    |    |    |    | december |    |    |    |    |    |    |   |
| S                | M  | T  | W  | T  | F  | S              | S                | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
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| 12               | 13 | 14 | 15 | 16 | 17 | 18             | 10               | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 12       | 13 | 14 | 15 | 16 | 17 | 18 |   |
| 19               | 20 | 21 | 22 | 23 | 24 | 25             | 17               | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 19       | 20 | 21 | 22 | 23 | 24 | 25 |   |
| 26               | 27 | 28 | 29 | 30 |    |                | 24 <sub>31</sub> | 25 | 26 | 27 | 28 | 29 | 30 | 28       | 29 | 30 |    |    |    |    | 26       | 27 | 28 | 29 | 30 | 31 |    |   |

| january                                                                                                          | february                                                                                                | march                                                                                                            | april                                                                                                         |
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                    | <u>GIVEN BY</u>                                 | <u>WHERE</u>                               |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------|
| <u>WEEK ENDING SATURDAY, MARCH 6, 1954</u>    |                                                                                                                                                                                                                                                                                                                                                                           |                                                 |                                            |
| Thursday<br>March 4<br>11:00 A.M.             | PREVIEW: SPRING<br>COATS AND SUITS<br>Ohrbach's will present a press preview of their Spring coat and suit collection from the Grey Room. By invitation only. Publicity: Mark Klauser, SP. 7-9000.                                                                                                                                                                        | OHRBACH'S                                       | 3RD FLOOR<br>GREY ROOM                     |
| Thursday<br>March 4<br>1:00 P.M.<br>Luncheon  | SPRING FASHIONS BY<br>GOTHE AT LUNCHEON<br>De Pinna presents Spring fashions by Gothe during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000; Gothe Publicity: Nona James, CH. 4-7658; Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                          | DE PINNA                                        | HOTEL PLAZA<br>TERRACE ROOM                |
| Thursday<br>March 4<br>1:00 P.M.<br>Luncheon  | BENEFIT FASHION<br>PRESENTATION<br>"Ah! Spring"--fashions by Gunther Jaeckel at benefit luncheon for "The Big Sisters." Price: \$7.50. Contact: GR. 7-1177. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.                                                                                                       | GUNTHER JAECKEL                                 | HOTEL PIERRE<br>COTILLION ROOM             |
| Postponed<br>March 4                          | HATTIE CARNEGIE'S CUSTOM-ORDER PREVIEW, ORIGINALLY SCHEDULED FOR THURSDAY MARCH 4 AT 3:00 P.M., HAS BEEN POSTPONED TO TUESDAY, March 9. (See Page 3).                                                                                                                                                                                                                     |                                                 |                                            |
| Thursday<br>March 4-<br>March 27              | CONTEMPORARY SILVER<br>AND MODERN FURNITURE<br>Exhibit of contemporary silver and pewter by Paul Evans and modern furniture by Loren Manbeck. Contact: Mrs. Lorna Howard, PL. 3-9094.                                                                                                                                                                                     | AMERICAN CRAFTSMEN'S<br>EDUCATION COUNCIL, INC. | AMERICA HOUSE<br>32 EAST 52ND STREET       |
| Saturday<br>March 6<br>11:30 A.M.<br>Luncheon | SIXTEENTH ANNUAL TOY<br>SELECTION CONFERENCE<br>Over 100 outstanding toys will be previewed from several thousand submitted by the nation's leading manufacturers. Luncheon will be followed by final selection of toys. By invitation only. Contact: Mel Helitzer or Bob Bloch, Toy Guidance Council, MU. 9-0175.                                                        | TOY GUIDANCE COUNCIL<br>(1124 BROADWAY)         | PARK SHERATON HOTEL<br>GRAND BALLROOM      |
| March 6-<br>March 14                          | NATIONAL 4-H CLUB WEEK. Theme: "Working Together for World Understanding." Contact: U.S. Dept. of Agriculture, Washington, D. C.                                                                                                                                                                                                                                          |                                                 |                                            |
| Sunday<br>March 7-<br>March 13                | 38TH INTERNATIONAL<br>FLOWER SHOW<br>The New York Botanical Garden will feature a garden with a stream; the Brooklyn Botanical Garden will create a modern terrace for suburban home or city penthouse with a formal miniature rose garden. Hours: 10:00 A.M. to 10:00 P.M. Admission: \$1.50; children 75¢. Publicity: Oristano Associates, 1 East 53rd St., PL. 1-1778. | HORTICULTURAL SOCIETY<br>OF NEW YORK, INC.      | KINGSBRIDGE ARMORY<br>KINGSBRIDGE & JEROME |

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                              | <u>GIVEN BY</u>                                 | <u>WHERE</u>                                                             |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------------------|
| <u>WEEK BEGINNING MONDAY, MARCH 8, 1954</u>   |                                                                                                                                                                                                                                                                                                                                                                                     |                                                 |                                                                          |
| Monday<br>March 8<br>10:30 A.M.               | PREVIEW OF ORIGINALS<br>AND FRENCH IMPORTS<br>Press preview of the Spring and Summer collection of Bendel originals and French imports. By invitation only.                                                                                                                                                                                                                         | HENRI BENDEL                                    | 10 WEST 57TH STREET<br>3RD FLOOR<br>Publ.: Frances Anderson, CI. 7-1100. |
| Monday<br>March 8<br>11:00 A.M.-<br>4:00 P.M. | PRESS PREVIEW: ARTISTS'<br>BIENNIAL EXHIBITION<br>-The Brooklyn Museum and the Brooklyn Society of Artists will present oil paintings, watercolors, sculpture and drawings by over 90 artists. Private preview Tues., March 9, from 8:00 P.M. to 10:00 P.M. By invitation. Open to public, Wed., March 10 - April 4. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000. | BROOKLYN MUSEUM AND<br>SOCIETY OF ARTISTS       | MAIN EXHIBITION HALL                                                     |
| Monday<br>March 8<br>1:00 P.M.<br>Luncheon    | BOUTIQUE IMPORTS<br>AT LUNCHEON SHOW<br>French imports from Nina Ricci's Boutique in Paris will be presented during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Plaza Fashion Director & Show Publicity: Mary Alice Rice, 39 West 55th St., CI. 6-1790.                                                                                     | LA BOUTIQUE<br>(18 EAST 60TH ST.)               | HOTEL PLAZA<br>PERSIAN ROOM                                              |
| Monday<br>March 8<br>1:00 P.M.<br>Luncheon    | FASHION SHOW<br>DURING LUNCHEON<br>Showing of ready-made originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.                                                                                                                                       | COUNTESS MARAN-FERRELL<br>(59 EAST 56TH STREET) | CARLTON HOUSE<br>CARLTON ROOM                                            |
| Monday<br>March 8<br>3:00 P.M.                | PREVIEW: MURIEL KING'S<br>SPRING COLLECTION<br>Press preview of Muriel King's Spring collection, designed for Stein & Blaine. Also, the store's new fur collection. By invitation only. Contact: Betty Greenburg, Pl. 3-7700.                                                                                                                                                       | STEIN & BLAINE, INC.                            | 13 WEST 57TH STREET<br>2ND FLOOR                                         |
| Monday<br>March 8<br>4:00 P.M.<br>Champagne   | PRESS PARTY AT<br>NEW RETAIL SHOP<br>Formal introduction to the press of new retail sportswear shop featuring "Paris Originals at Popular Prices"--America's first branch of a group of 60 shops on the continent. Special guests: French and Belgian attaches. By invitation. Publicity: June Fae Wyatt, TR. 7-2149 or MU. 3-1192.                                                 | PARISETTE FASHIONS                              | 411 FIFTH AVENUE                                                         |
| Monday<br>March 8-<br>March 11                | INTERNATIONAL BEAUTY<br>SHOW FOR 1954<br>Thirty-fourth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU.2-4382.                                                                                                                                                                                       | INTERNATIONAL BEAUTY<br>TRADE SHOW (19 W.44TH)  | HOTEL STATLER                                                            |
| Monday<br>March 8-<br>March 12                | FRENCH TOYS AT<br>INTERNATIONAL EXHIBIT<br>A complete collection of toys from France will be presented by "Unijouets" at the 4th International Toy Exhibit. The collection will also be on display from March 15 to March 19 at the showroom of the French Commercial Counselor, Suite 414, 610 Fifth Avenue. Contact: Roland d'Albis, CO. 5-5676.                                  | FRENCH EXPOSITIONS<br>IN THE U.S. INC.          | HOTEL GOVERNOR CLINTON<br>GOVERNOR ROOM                                  |

| DATE                                                    | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                        | GIVEN BY                                  | WHERE                                     |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|
| Monday<br>March 8-<br>March 14                          | TENTH ANNUAL<br>ANTIQUES SHOW<br>Annual Antiques Show, this year commemorating the 200th anniversary of the founding of Columbia University. Special feature will be a "Show Business Exhibit." Hours: 1:00 P.M. - 11:00 P.M. daily. Exhibit will close at 7:00 P.M., on Sunday, March 14. Admission: \$1.25 plus tax. Publicity: Larry Gore Assoc., 52 W. 53rd St., EL. 5-4107.                                       | LEADER ENTERPRISES<br>INC. (97 DUANE ST.) | MADISON SQ. GARDEN<br>8TH AVE. & 49TH ST. |
| Monday<br>March 8-<br>March 17                          | FIFTY-FIRST ANNUAL<br>AMERICAN TOY FAIR<br>About 1300 exhibitors will show at the 1954 Toy Fair, with temporary exhibits on 9 floors in Hotels McAlpin and New Yorker; in addition there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Contact: Ruth Millard, 200 Fifth Ave., OR. 5-1141.                                                                                                 | TOY MANUFACTURERS<br>OF THE U.S.A.        | HOTELS McALPIN &<br>NEW YORKER            |
| Tuesday<br>March 9<br>11:00 A.M.                        | PRESS PREVIEW OF<br>IMPORT COLLECTION<br>Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.                                                                                                                                                                                                                                     | BERGDORF GOODMAN                          | 4TH FLOOR                                 |
| Tuesday<br>March 9<br>11:00 A.M.                        | PRESS PREVIEW: "PARADE<br>OF DOLLS" EXHIBITION<br>Over 100 dolls from the early Nineteenth Century to the present day will be shown in "living" scenes, with a large doll house of the 1880's forming the background for the show, and clothes of each period draped over the furniture. By invitation. Open to public beginning Wed., March 10. Admission is free. Publ.: Mr. A.K. Baragwanath at Museum, LE. 4-1672. | MUSEUM OF THE<br>CITY OF NEW YORK         | FIFTH AVENUE<br>AT 103RD STREET           |
| Tuesday<br>March 9<br>12:30 P.M.<br>Luncheon            | SPRING FASHIONS<br>AT LUNCHEON SHOW<br>Rosette Pennington's Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Pennington Contact: Mary Davies, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                       | ROSETTE PENNINGTON                        | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Tuesday<br>March 9<br>3:00 P.M.                         | PRESS PREVIEW: CUSTOM-<br>ORDER COLLECTION<br>Hattie Carnegie will present her Spring and Summer custom-order collection to the press. (Note Change of Date). By invitation. Contact: Ruth Smith, at Hattie Carnegie, PL. 5-2600.                                                                                                                                                                                      | HATTIE CARNEGIE                           | 42 EAST 49TH STREET<br>SALON              |
| Tuesday<br>March 9-<br>May 4<br>7:00 P.M.-<br>9:00 P.M. | "FUNDAMENTALS OF<br>PUBLICITY" COURSE<br>Second session: "Publicity Writing - A Special Technique." Speakers: Jerry Leichter, "Publicity Record"; John Stahr, Carl Byoir Associates. Fee for course: \$15.00. Contact: Rita Otway, PL. 5-4000.                                                                                                                                                                         | PUBLICITY CLUB<br>OF NEW YORK, INC.       | HOTEL SHELTON                             |
| Postponed<br>March 10                                   | THE LEE BERNAY FURNITURE PREVIEW, ORIGINALLY SCHEDULED FOR WED., MARCH 10, AT 9:30 A.M., HAS BEEN POSTPONED TO THURS., APRIL 8. (See Page 8).                                                                                                                                                                                                                                                                          |                                           |                                           |
| Wednesday<br>March 10<br>11:00 A.M.                     | PRESS PREVIEW: SPRING<br>READY-TO-WEAR FASHIONS<br>Milgrim will preview their Spring ready-to-wear collection for the press. By invitation only. Publicity: Nadine Bertin, CI. 7-7200.                                                                                                                                                                                                                                 | MILGRIM                                   | 3RD FLOOR                                 |

| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <u>GIVEN BY</u>                                  | <u>WHERE</u>                      |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------|
| Wednesday<br>March 10<br>12:30 P.M.<br>Luncheon  | SPRING "GREEN ROOM"<br>FASHION SHOW<br>Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.                                                                                                                                                                       | BLOOMINGDALE'S                                   | HOTEL PIERRE<br>COTILLION ROOM    |
| Wednesday<br>March 10<br>12:30 P.M.<br>Luncheon  | FASHION SHOW<br>BY MOLLIE PARNIS<br>Luncheon showing of Spring fashions by Mollie Parnis, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                                                                            | PARNIS-LIVINGSTON, INC.<br>(530 SEVENTH AVENUE)  | WALDORF-ASTORIA<br>EMPIRE ROOM    |
| Thursday<br>March 11<br>11:00 A.M.-<br>3:30 P.M. | ANNUAL FRAGRANCE<br>CONVENTION<br>Fifth annual convention, presenting a five-year review and future plans; also, merchandising and marketing ideas. Luncheon (12:30 P.M.) Ballroom; tickets: \$8.50 each. Contact: Fragrance Foundation, 1 E. 53rd, EL. 5-3168.                                                                                                                                                                                                                        | THE FRAGRANCE<br>FOUNDATION, INC.                | HOTEL PLAZA<br>BAROQUE SUITE      |
| Thursday<br>March 11<br>1:00 P.M.<br>Luncheon    | SPRING FASHIONS<br>AT LUNCHEON SHOW<br>Jay Thorpe will present "ageless" fashions by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                            | JAY THORPE                                       | HOTEL PLAZA<br>TERRACE ROOM       |
| Thursday<br>March 11<br>2:00 P.M.                | MILLINERY SHOW BY<br>G. HOWARD HODGE<br>Fashion showing of new Spring hat collection by G. Howard Hodge, who will be commentator. Open to public. Publ.: Frances Bemis, TR.5-7200, Ext. 692.                                                                                                                                                                                                                                                                                           | ABRAHAM & STRAUS<br>(BROOKLYN)                   | 3RD FLOOR                         |
| Thursday<br>March 11<br>3:00 P.M.                | PRESS PREVIEW OF<br>CUSTOM-ORDER FASHIONS<br>Presentation of Bonwit Teller's custom-order fashions by Mr. Yanni Evangelides; also, French imports. By invitation only. Contact: EL.5-6800.                                                                                                                                                                                                                                                                                             | BONWIT TELLER                                    | 9TH FLOOR                         |
| Thursday<br>March 11<br>4:45 P.M.                | PREVIEW OF SPRING<br>BOUTIQUE FASHIONS<br>Zita will present her Spring and early Summer collection of Boutique fashions. By invitation only. Contact: RE. 4-0101.                                                                                                                                                                                                                                                                                                                      | ZITA, INC.                                       | 44 EAST 64TH STREET               |
| Thursday<br>March 11<br>6:30 P.M.                | GIRL SCOUT MODELS AT<br>EASTER FASHION SHOW<br>"Scouting for Easter Fashions" show to be modeled by Girl Scouts with Robin Morgan, CBS-TV, as guest commentator. Flag presentation ceremonies for 65 new Brooklyn Girl Scout Units. Publicity: Frances Bemis, TR. 5-7200.                                                                                                                                                                                                              | ABRAHAM & STRAUS<br>(BROOKLYN)                   | 8TH FLOOR                         |
| Friday<br>March 12<br>11:45 A.M.<br>Luncheon     | IMPORT FASHIONS AT<br>LUNCHEON MEETING<br>The Fashion Group will present its semi-annual International Fashion Show. Report and commentary: Bettina Ballard, Fashion Editor, "Vogue". Co-Chairmen of Ready-to-Wear Division: Adelia Ellis and Alice Burrows. Price:\$7.50 for members; \$10.00 for guests (one guest per member; reservations close Wed., March 10 at 5:00 P.M.) Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA<br>GRAND BALLROOM |

| <u>DATE</u>                                                | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                    | <u>GIVEN BY</u>                            | <u>WHERE</u>                                 |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|----------------------------------------------|
| Friday<br>March 12<br>4:30 P.M.                            | "LEATHER IN YOUR LIFE"<br>SHOWING OF FILM<br>Repeat showing of half-hour film depicting impact of leather on life in America. By invitation only. Publicity: Billie Gould, MU. 6-7956.                                                                                                                                                                                                    | LEATHER INDUSTRIES<br>OF AMERICA           | JOHNNY VICTOR THEATRE<br>40 WEST 49TH STREET |
| Friday<br>March 12<br>6:00 P.M.-<br>7:00 P.M.<br>Cocktails | WEEKLY MILLINERY<br>FASHION SHOWS<br>March 12: Walter Florell. March 19: Laddie Northridge. March 26: Monica Basel. April 2: William J. April 9: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.                                                                                                  | LEADING NEW YORK<br>MILLINERS              | HOTEL PIERRE<br>CAFE PIERRE                  |
| March 14-<br>March 20                                      | IRISH LINEN WEEK.<br>Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.                                                                                                                                                                                                                                                                                                      |                                            |                                              |
| March 15                                                   | FEDERAL INCOME TAX DUE (Monday).                                                                                                                                                                                                                                                                                                                                                          |                                            |                                              |
| Beginning<br>Monday<br>March 15<br>11:00 A.M.              | OPENING: NEWLY-DESIGNED<br>FASHION FLOOR<br>Preview of Easter fashions, with showing for press and public Monday, March 15 at 11:00 A.M., featuring Marika Niki, star of "Teahouse of the August Moon". Continuous showings throughout week, 11:00 A.M. to 3:00 P.M.; also 6:00 P.M. to 7:30 P.M. on Thursday. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 692.      | ABRAHAM & STRAUS<br>(BROOKLYN)             | 3RD FLOOR                                    |
| Monday<br>March 15<br>1:00 P.M.<br>Luncheon                | SPRING MILLINERY<br>AT LUNCHEON SHOW<br>Cesar Rubio will present his Spring collection of hats during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, CI. 6-1790.                                                                                                                        | CESAR RUBIO<br>(44 EAST 50TH ST.)          | HOTEL PLAZA<br>PERSIAN ROOM                  |
| Beginning<br>Monday<br>March 15                            | SHOWING OF<br>IMPORT COLLECTION<br>Showing of the Fall Jaeger import collection for men, women and children, designed and tailored in England. By appointment. Publicity: The Miles, 58 West 40th St., LO. 4-5150.                                                                                                                                                                        | F.A. MacCLUER, INC.                        | 160 EAST 56TH STREET<br>SHOWROOM-7TH FLOOR   |
| Tuesday<br>March 16<br>11:00 A.M.                          | BERNARD NEWMAN<br>SPRING ORIGINALS<br>Bergdorf Goodman will invite the press to a preview of the Bernard Newman collection of ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.                                                                                                                                                                          | BERGDORF GOODMAN                           | 3RD FLOOR                                    |
| Tuesday<br>March 16<br>12:30 P.M.<br>Luncheon              | SPRING FASHIONS<br>DURING LUNCHEON<br>Presentation of Harvey Berin's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                               | HARVEY BERIN, LTD.<br>(530 SEVENTH AVENUE) | WALDORF-ASTORIA<br>EMPIRE ROOM               |
| Tuesday<br>March 16 15<br>3:00 P.M.<br>4:15 P.M.           | FALL FABRIC FASHION<br>FORUM AND DISPLAY<br>Annual Fall Fabric Forum for children's wear and accessories manufacturers by "Parents' Magazine", showing Fall fabric, color and silhouette news. Fabric display: 3:00 P.M.-3:45 P.M. Fashion presentation by Mrs. Beryl Tucker, Fashion Editor of "Parents'": 3:45 P.M.-4:15 P.M. By invitation only. Publ.: Monroe E. Michels, MU. 5-4400. | PARENTS' MAGAZINE<br>(52 VANDERBILT AVE.)  | HOTEL BILTMORE<br>FOUNTAIN COURT             |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <u>GIVEN BY</u>                                    | <u>WHERE</u>                           |
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| Tuesday<br>March 16<br>5:30 P.M.<br>Cocktails                | PRESS PREVIEW: "PATH<br>OF THE SUN" FABRICS<br>William Pahlmann will invite the press to preview his new "Path of the Sun"<br>Everglaze Fabrics. By invitation only. Contact: Richard Dillon, PL.9-7306.                                                                                                                                                                                                                                                                                            | WILLIAM PAHLMANN<br>ASSOCIATES                     | 231 EAST 51ST STREET<br>2ND FLOOR      |
| March 17                                                     | ST. PATRICK'S DAY (Wednesday).                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |                                        |
| Wednesday<br>March 17<br>12:30 P.M.<br>Luncheon              | IMPORT COLLECTION<br>AT LUNCHEON SHOWING<br>Continental Fashion show of French and Italian originals, and Macy counter-<br>parts, during luncheon. Press by invitation. Public by reservation;<br>contact: Headwaiter, EL. 5-3000. (Customer showings, by ticket only,<br>Monday, March 22 and Tuesday, March 23 at 2:30 P.M. in Macy's Little Shop,<br>2nd floor). Macy's Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext.<br>2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | MACY'S NEW YORK                                    | WALDORF-ASTORIA<br>EMPIRE ROOM         |
| Thursday<br>March 18<br>1:00 P.M.<br>Luncheon                | PHILIP HULITAR FASHIONS<br>AT LUNCHEON SHOW<br>Milgrim will present Philip Hulitar's Spring and Summer collection during<br>luncheon. Press by invitation. Public by reservation; contact: PL.9-3000,<br>Ext. 176. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Plaza Fashion<br>Director: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                            | MILGRIM                                            | HOTEL PLAZA<br>PERSIAN ROOM            |
| Thursday<br>March 18<br>3:00 P.M.-<br>6:00 P.M.<br>Cocktails | 50TH ANNIVERSARY<br>OF ROYAL TYPEWRITERS<br>Press conference, celebrating 50th anniversary of Royal Typewriter Co.,<br>with a complete display of typewriters for the past 50 years. By invita-<br>tion only. Publ.: Anne Cunningham at Young & Rubicam, 285 Madison Ave.,<br>MU. 9-5000.                                                                                                                                                                                                           | ROYAL TYPEWRITER CO.                               | HOTEL PLAZA<br>TERRACE ROOM            |
| Saturday<br>March 20<br>11:30 A.M.                           | SPRING FASHIONS FOR<br>TEENS AND JUNIORS<br>"Swing Song"--presentation by Namm-Loeser's, in cooperation with "Seventeen"<br>magazine, of Spring fashions for teens and juniors. Press invited. Open<br>to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 310.                                                                                                                                                                                                                                  | NAMM-LOESER'S<br>(BROOKLYN)                        | 2ND FLOOR                              |
| March 20                                                     | FIRST DAY OF SPRING (Saturday).                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                    |                                        |
| Monday<br>March 22<br>1:00 P.M.<br>Luncheon                  | SHOWING OF IMPORT<br>ORIGINALS & COPIES<br>Luncheon presentation of International imports from England, France, Italy<br>and Switzerland, with Gimbels' adaptations. Press by invitation. Public<br>by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Ellen<br>Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary<br>Alice Rice, 39 W. 55th St., CI. 6-1790.                                                                                                  | GIMBELS                                            | HOTEL PLAZA<br>TERRACE ROOM            |
| March 22-<br>March 31                                        | CARPET FASHION BAZAAR<br>Contact: Robert Goodwin, Carpet Institute, 350 Fifth Avenue, BR. 9-1033.                                                                                                                                                                                                                                                                                                                                                                                                   |                                                    |                                        |
| Tuesday<br>March 23<br>12:15 P.M.<br>Luncheon                | DISCUSSION OF COLORS<br>AT LUNCHEON MEETING<br>A panel of experts will discuss color at the National Home Fashions League<br>luncheon. Mediator: Harriet Van Horne. Price: \$4.25 for members; \$4.75 for<br>guests. Contact: MU. 7-8122.                                                                                                                                                                                                                                                           | NATIONAL HOME FASHIONS<br>LEAGUE (141 E. 44TH ST.) | HOTEL ROOSEVELT<br>HENDRIK HUDSON ROOM |

| <u>DATE</u>                                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                              | <u>GIVEN BY</u>                                   | <u>WHERE</u>                   |
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| Tuesday<br>March 23<br>12:30 P.M.<br>Luncheon                 | BOUTIQUE FASHIONS<br>AT LUNCHEON SHOW<br>Showing of Zita's Spring boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.                                                                                                    | ZITA, INC.<br>(755 MADISON AVENUE)                | WALDORF-ASTORIA<br>EMPIRE ROOM |
| Wednesday<br>March 24<br>12:15 P.M.<br>Cocktails-<br>Luncheon | PRESS PREVIEW: FALL<br>SWEATERS & SKIRTS<br>Preview of the Fall and Holiday collection of Bernhard Altmann and Connaught ensembles, matching sweaters and skirts. By invitation only. Publicity: Frances Hansson at Bernhard Altmann, WI. 7-1818.                                                                                                                   | BERNHARD ALTMANN CORP.<br>(1451 BROADWAY)         | ST. REGIS HOTEL<br>ROOF        |
| Wednesday<br>March 24<br>12:30 P.M.<br>Luncheon               | CUSTOM-ORDER FASHIONS<br>AT LUNCHEON SHOW<br>Showing of custom-order fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.                                                                                                                            | JOHN CRICE RICH<br>(57 WEST 54TH ST.)             | HOTEL PIERRE<br>COTILLION ROOM |
| Thursday<br>March 25<br>1:00 P.M.<br>Luncheon                 | CUSTOM ORIGINALS<br>AT LUNCHEON SHOW<br>Spring and Summer custom originals will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, CI. 6-1790.                                                                                                    | HENRI À LA PENSÉE<br>(8 EAST 54TH ST.)            | HOTEL PLAZA<br>PERSIAN ROOM    |
| March 29-<br>April 4                                          | NATIONAL BOYS' CLUB WEEK.<br>Contact: Boys' Club of America, 381 Fourth Avenue, MU. 4-7187.                                                                                                                                                                                                                                                                         |                                                   |                                |
| Tuesday<br>March 30<br>12:30 P.M.<br>Luncheon                 | SPRING FASHIONS<br>DURING LUNCHEON<br>Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                      | ARNOLD CONSTABLE                                  | WALDORF-ASTORIA<br>EMPIRE ROOM |
| Wednesday<br>March 31<br>12:30 P.M.<br>Luncheon               | SWEATER FASHIONS<br>AT LUNCHEON SHOW<br>Luncheon showing of the Pringle of Scotland sweater collection, available at Abercrombie & Fitch, B. Altman & Co., and Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pringle Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | PRINGLE OF SCOTLAND<br>(24 WEST 40TH ST.)         | HOTEL PIERRE<br>COTILLION ROOM |
| Sunday<br>April 4-<br>April 8                                 | NATIONAL LUGGAGE &<br>LEATHER GOODS SHOW<br>Showing of luggage, trunks, brief cases, and personal leather goods on 7th, 8th and 9th floors of the Hotel New Yorker. (Press registration on 9th floor.) Contact: Elizabeth Fryman, LE. 2-3960.                                                                                                                       | LUGGAGE & LEATHER GOODS<br>MFRS. OF AMERICA, INC. | HOTEL NEW YORKER               |
| April 5                                                       | NATIONAL PACKAGING WEEK. (April 5 - 8)                                                                                                                                                                                                                                                                                                                              |                                                   |                                |
| Tuesday<br>April 6<br>12:30 P.M.<br>Luncheon                  | FUR FASHIONS AT<br>LUNCHEON SHOW<br>Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                            | ARONOWICZ FURS<br>(19 WEST 57TH ST.)              | WALDORF-ASTORIA<br>EMPIRE ROOM |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <u>GIVEN BY</u>                                  | <u>WHERE</u>                              |
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| Thursday<br>April 8<br>9:30 A.M.-<br>11:30 A.M.<br>Breakfast | PREVIEW AT<br>NEW SHOWROOMS<br>Preview of Cal-Mode furniture, new creations of Lamp Craft Studios,<br>cabinetry and wall decor by Lee Bernay. (Note Change of Date). By invita-<br>tion only. Publ.: Maurice Murray at Jamian Advertising, WO. 2-6020.                                                                                                                                                                                                                        | LEE BERNAY ASSOCIATES                            | 911 THIRD AVENUE<br>AT 55TH STREET        |
| Thursday<br>April 8<br>12:15 P.M.<br>Luncheon                | FABRICS DIVISION<br>LUNCHEON MEETING<br>Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer.<br>(Price and details later). Contact: The Fashion Group, CI. 7-3940.                                                                                                                                                                                                                                                                                         | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM                   |
| Thursday<br>April 8<br>8:30 P.M.                             | BENEFIT PREVIEW OF<br>AMERICAN PAINTINGS<br>"American Panorama", an exhibition of American paintings from the collec-<br>tions of the Brooklyn Museum, to be held at the Knoedler Art Galleries for<br>the benefit of The Brooklyn Museum. Special benefit showing Thurs., April<br>8 at 8:30 P.M. Price: \$6.00. Open to public through April 30. Admission<br>50¢. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000;<br>Leila Wittler at Knoedler, PL. 3-9742. | BROOKLYN MUSEUM                                  | KNOEDLER GALLERIES<br>14 EAST 57TH STREET |
| Tuesday<br>April 13<br>12:30 P.M.<br>Luncheon                | SUMMER FASHIONS<br>AT LUNCHEON SHOW<br>Gunther Jaeckel will present Summer fashions during luncheon. Press by<br>invitation. Public by reservation; contact: Headwaiter, EL. 5-3000.<br>Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion<br>Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                      | GUNTHER JAECKEL                                  | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| April 18                                                     | EASTER SUNDAY.                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                  |                                           |
| April 18                                                     | PASSOVER (Sunday, April 18 - April 25).                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                  |                                           |
| Tuesday<br>April 20<br>12:15 P.M.<br>Luncheon                | COSMETICS DIVISION<br>LUNCHEON MEETING<br>The Fashion Group will have their Cosmetics Division Luncheon. Co-Chairmen:<br>Leslie Munro and Ruth Boyle. (Price will be announced later.) Contact:<br>The Fashion Group, CI. 7-3940.                                                                                                                                                                                                                                             | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ROOSEVELT<br>BALLROOM               |
| Tuesday<br>April 20<br>12:30 P.M.<br>Luncheon                | SUMMER FASHIONS<br>DURING LUNCHEON<br>Arnold Constable's Summer fashion will be presented during luncheon. Press<br>by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000.<br>Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion<br>Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                | ARNOLD CONSTABLE                                 | WALDORF-ASTORIA<br>EMPIRE ROOM            |
| Postponed<br>April 20                                        | THE COSTUME INSTITUTE'S PREVIEW OF "THE FINE ART OF COSTUME" SCHEDULED FOR<br>TUESDAY, APRIL 20 AT 2:00 P.M., HAS BEEN POSTPONED. (New Date Later.)                                                                                                                                                                                                                                                                                                                           |                                                  |                                           |
| Tuesday<br>April 20<br>9:00 P.M.<br>Dinner-<br>Dance         | THIRD ANNUAL "APRIL<br>IN PARIS" BALL<br>Third annual "April in Paris" Ball, a gala dinner-dance for benefit of<br>Franch Hospital, French Students Fund and The Atlantique. Seven leading<br>French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy,<br>Castillo of Lanvin -- are making a special collection of dresses which<br>will be shown. Reservations--\$75.00; contact: Miss Liselle Nigot, "April<br>in Paris" Ball, 301 Park Avenue, EL. 5-7565.  | "APRIL IN PARIS" BALL                            | WALDORF-ASTORIA<br>GRAND BALLROOM         |

| DATE                                             | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | GIVEN BY                                       | WHERE                             |
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| Postponed<br>April 21                            | OOMPHIES PREVIEW OF FALL AND HOLIDAY FOOTWEAR, ORIGINALLY SCHEDULED FOR WED., APRIL 21 AT 12:00 NOON, HAS BEEN POSTPONED TO MON., MAY 3. (See Below)                                                                                                                                                                                                                                                                                                                                   |                                                |                                   |
| Wednesday<br>April 21<br>12:30 P.M.<br>Luncheon  | LUNCHEON FASHION PRESENTATION<br>Russeks will present Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                                                                                  | RUSSEKS FIFTH AVENUE                           | WALDORF-ASTORIA<br>EMPIRE ROOM    |
| Wednesday<br>April 21-<br>April 30               | "PARIS IN NEW YORK" SECOND FESTIVAL<br>The Fifth Avenue Association is cooperating with the "Paris in New York Committee" in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. For benefit of--American Aid to France Student Center in Paris, The American Library in Paris and Relief Projects of the Committee of French-American Wives. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n., PE. 6-7900. | PARIS IN NEW YORK<br>COMMITTEE                 | 57TH STREET<br>AND VICINITY       |
| April 25-<br>May 1                               | NATIONAL BABY WEEK.<br>Contact: Earnshaw Publications, 101 W. 31st St., N.Y., WI. 7-9804.                                                                                                                                                                                                                                                                                                                                                                                              |                                                |                                   |
| Tuesday<br>April 27/9<br>9:00 A.M.-<br>5:00 P.M. | FASHION FORUM AND SELLING SEMINAR<br>Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.                                                                                                                                                                                                                           | ESQUIRE MAGAZINE<br>(488 MADISON AVENUE)       | WALDORF-ASTORIA<br>STARLIGHT ROOF |
| Wednesday<br>April 28<br>7:00 P.M.<br>Dinner     | DINNER HONORING OUTSTANDING MERCHANTS<br>About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Speaker: Lewis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: \$20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.                                                                                   | BRAND NAME FOUNDATION<br>(37 WEST 57TH STREET) | WALDORF-ASTORIA<br>BALLROOM       |
| Monday<br>May 3<br>12:00 Noon<br>Luncheon        | SEVENTEENTH ANNUAL AWARDS<br>Lord & Taylor will present the Seventeenth Annual Awards Luncheon. (More details later.) Public Relations: Rea Lubar, WI. 7-3300.                                                                                                                                                                                                                                                                                                                         | LORD & TAYLOR                                  | WALDORF-ASTORIA<br>GRAND BALLROOM |
| Monday<br>May 3<br>12:00 Noon<br>Luncheon        | PREVIEW OF FALL & HOLIDAY FOOTWEAR<br>"At Home And On The Go"--Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. (Note Change of Date). Contact: Patricia Kannon at Oomphies, PE. 6-9444.                                                                                                                                                                                                                            | OOMPHIES, INC.<br>(350 FIFTH AVE.)             | HOTEL PIERRE<br>COTILLION ROOM    |
| Sunday<br>May 9                                  | MOTHER'S DAY. Theme: "She Asks So Little, She Gives So Much".<br>Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.                                                                                                                                                                                                                                                                                                                                                           |                                                |                                   |
| Monday<br>May 10-<br>May 15                      | ANNUAL NATIONAL COTTON WEEK<br>Theme: "Now Is The Time To Pick Cotton..."--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.                                                                                                                                                                                                                                                                                                                  | NATIONAL COTTON COUNCIL<br>(40 WORTH STREET)   | THROUGHOUT<br>THE COUNTRY         |

MOVIES...THEATRE...OPERA...BALLET

- Friday  
March 5      OPENING: "THE GIRL IN PINK TIGHTS" MARK HELLINGER THEA., B'WAY & 51ST ST.  
Anthony Farrell and Shepard Traube will present the new musical comedy by  
Jerome Chodorov and Joseph Fields, with music by Sigmund Romberg, starring  
Jeanmaire and Charles Goldner, with Brenda Lewis, David Atkinson, Alexandre  
Kalioujny and Robert Smith. Director: Shepard Traube. Sets: Eldon Elder.  
Costumes: Miles White. Publicity: George Ross, BR. 9-5906.
- Week  
Of  
March 8      SEVENTEENTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., March 8: Wagner's TANNHAEUSER. Tues., March 9: Bellini's NORMA.  
Wed., March 10: Strauss' DIE FLEDERMAUS. Thurs., March 11: Bizet's CARMEN.  
Fri., March 12: Rossini's IL BARBIERE DI SIVIGLIA. Sat. Mat., March 13:  
Mozart's DON GIOVANNI. Sat. Eve., March 13: Puccini's LA BOHEME.  
Publicity: Margaret Carson, PE. 6-1200.
- Tuesday  
March 9      OPENING: "THE THREEPENNY OPERA"      THEATRE DE LYS, 121 CHRISTOPHER ST.  
Carmen Capalbo & Stanley Chase present Kurt Weill's musical drama, adapted  
by Marc Blitzstein, with Scott Merrill, Leon Lishner, Jo Sullivan, Lotte  
Lenya. Directed by Carmen Capalbo. Settings: William Pitkin. Costumes:  
Bolasni. Publicity: Max Eisner, OX. 5-1864.
- Beginning  
Tuesday  
March 9      NINTH WEEK: N.Y. CITY BALLET      CITY CENTER, 131 WEST 55TH ST.  
Tues., March 9: CONCERTO BAROCCO, CON AMORE, HARLEQUINADE, LA VALSE.  
Wed., March 10: FOUR TEMPERAMENTS, CON AMORE, SYLVIA PAS DE DEUX, BOURREE  
FANTASQUE. Thurs., March 11: FILLING STATION, FIVE GIFTS, PAS DE TROIS,  
SYMPHONY IN C. Fri., March 12: FIVE GIFTS, SCOTCH SYMPHONY, AFTERNOON OF  
A FAUN, FANFARE. Sat., Sun., Mat. & Eve., March 13 and 14: THE NUTCRACKER.  
Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Thursday  
March 11      PREMIERE: "RHAPSODY" (Movie)      RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
Metro-Goldwyn-Mayer Technicolor production of a rich girl and two concert  
musicians, starring Elizabeth Taylor, Vittorio Gassman, John Ericson.  
Producer: Lawrence Weingarten. Director: Charles Vidor. Costumes: Helen  
Rose. M-G-M Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.  
Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday  
March 11      OPENING: "THE GOLDEN APPLE"      PHOENIX THEATRE, 12TH ST. & 2ND AVE.  
T. Edward Hambleton & Norris Houghton present a musical with book and  
lyrics by John La Touche and music by Jerome Moross with Priscilla Gillette,  
Stephen Douglass, Kaye Ballard, Jack Whiting. Director: Norman Lloyd.  
Settings: Jean and William Eckart. Choreography: Hanya Holm. Costumes:  
Alvin Colt. Publicity: Sam Friedman, PL. 7-4380.
- Friday  
March 12      PREMIERE: "NIGHT PEOPLE" (Movie)      ROXY THEATRE, 7TH AVE. & 50TH ST.  
Twentieth Century-Fox CinemaScope Technicolor production of a suspense  
drama set in Berlin and Munich, starring Gregory Peck, Broderick Crawford,  
Rita Gam, Anita Bjork. Produced and directed by Nunnally Johnson. Costume  
supervision: Charles Le Maire; designed by Ursula Maes. Publicity:  
Ed Feldman, CO. 5-3320.
- Tuesday  
March 23-  
May 30      OPENING: GILBERT & SULLIVAN OPERETTAS      PRESIDENT THEA., 247 W. 48TH ST.  
The American Savoyard will present ten weeks of Gilbert & Sullivan  
operettas. Producer and Director: Dorothy Raedler. Week beginning  
March 23: THE MIKADO. March 30: PIRATES OF PENZANCE; April 6: PATIENCE.  
April 13: THE GONDOLIERS; April 20: RUDDIGORE; April 27: IOLANTHE;  
May 4: YEOMEN OF THE GUARD; May 11: PRINCESS IDA; May 18: H.M.S. PINAFORE;  
May 25: THE SORCERER. Tickets: \$1.50-\$3.60. Publ.: Max Eisen, OX. 5-1864.